

## MONICA TAILOR



**Job:** Head of Digital

**Company:** McCann Manchester

A huge variety, mostly leading our digital production team and driving digital strategy for our clients

Passionate

Loud

Ambitious

**The skills I use most in my job...**Planning

- Client Management
- Presenting
- Team Management

**The most interesting thing I've worked on in my career so far...**I led curated client tours of Mobile World Congress in Barcelona for around 90 of our global clients this year

**What inspired me into digital and tech...**I had an uncle who I admired, he was a software engineer and he said there was this thing called the internet I should get into!

**My educational background is...**I studied Design Management at University and then went into agency account management.

**What advice I'd give to girls thinking about a career in digital and tech...**Digital technology is all around you, being able to control and create what our future will be is amazing and exciting!